

KETHAN LASO

Product Manager

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☎ (123) 456-7890

📍 Austin, TX

in [LinkedIn](#)

WORK EXPERIENCE

Product Manager

Slice

📅 July 2018 - current 📍 Austin, TX

- Led the development for a new B2C SaaS product to enable students to check their writing for grammar and plagiarism which grew to 75,000 daily active users in the first year
- Performed cohort analysis that identified an opportunity to reduce pricing by 17% for a segment of users to boost yearly revenue by \$1M
- Identified product gaps in Google Analytics and led build of new features across engineering and design leading to a yearly revenue increase of \$2.6M through increased engagement and conversion
- Led a team of two full-time employee and two contractors

Product Manager

Stripe

📅 June 2016 - June 2018 📍 Austin, TX

- Implemented a referral program for highly active customers which led to a net increase in new users of 168,000 annually
- Implemented a long-term pricing experiment that improved customer lifetime value by 18%
- Designed and implemented A/B experiments for our product to improve the conversion rate by 7 basis points and reduce churn by 9 basis points

Product Marketing Intern

Mosci Marketing

📅 May 2013 - August 2013 📍 Austin, TX

- Built data visualizations using SQL and Tableau for product KPIs that reduced manual reporting work by 15 hours weekly
- Set up Google Analytics dashboards to identify product features that correlated with customer attrition, leading to proactive interventions that reduced monthly churn by 4%
- Using Excel and SQL identified an area of the client product funnel that was under-performing and recommended improvements that led to a 26% increase in free trial activation rate for a specific customer segment

EDUCATION

B.S.

Economics

[Rutgers University](#)

📅 August 2010 - May 2014

📍 New Brunswick, NJ

SKILLS

- A/B Testing & Experimentation
- Agile Development
- Leadership Experience
- SQL
- Google Analytics
- Tableau